

CONTRACT APPROVAL REQUEST

Promotion: *RIVERBEND FESTIVAL*
Marlboro Sponsorship

Vendor: Conoco Southeast Region

Financial Impact: 1995 - \$10,000; \$5,000 due upon complete
execution of contract, balance of \$5,000 due by
June 12, 1995

1994 - N/A

Project Coordinator: Jose Fontanez

Contract/Program Description:

The attached contract by Philip Morris USA covers the arrangements for participation in Riverbend Festival to be held June 16th through 24th in Chattanooga, TN. This event involves promotional kiosks, pack sales, a tent, signage and incentive distribution.

As the exclusive tobacco sponsor, the Marlboro brand will have major presence at these events through:

- One 10' x 22' tent and two promotional kiosks;
- Hang banners and signage on and around the main stage, promotional tent and kiosks and at other locations at the site of event to be mutually agreed upon;
- Conduct tobacco sales and incentive distribution among adult smokers over the age of twenty-one years;
- Recognition in advertising placed in connection with the event.

Financial Elements:

This agreement covers Marlboro's arrangement with Conoco Southeast Region and the brand's presence at the event. The total sponsorship fee will be \$10,000, payable as stipulated above.

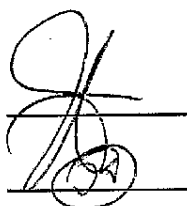
Budget Implications:

This sponsorship fee has been budgeted in our 1995 program.

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Approvals:

J. Fontanez



6/13/95

S. Sampson



6/14/95

I. Broeman

For your signature

Accounting

J. Hecht

Budgets

M. Rucker

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